



Virginia State Capitol

VEDP OVERVIEW FOR SENATE FINANCE AND APPROPRIATIONS: SUBCOMMITTEE ON ECONOMIC DEVELOPMENT AND NATURAL RESOURCES

January 15, 2024

TOPICS FOR TODAY'S DISCUSSION

Overview of VEDP and its Role within the ED Ecosystem

Overview of VEDP Programs

VEDP Budget Priorities

Q&A

VEDP AT-A-GLANCE

- Created by the Commonwealth of Virginia in 1995 as the principal state economic development organization for the Commonwealth
- 17-member governing board that provides continuity across gubernatorial terms
- Approximately 200 full-time positions
- Offices in Virginia, Germany, Japan, South Korea, and Taiwan



VEDP Staff

TRANSFORMATIONAL GOALS FOR THE COMMONWEALTH

- 1 Robust State Growth**
Position Virginia to achieve a growth rate among that of the top 5-10 states in the U.S.
- 2 Every Region Wins**
Ensure that every region participates in the growth of the Commonwealth
- 3 Best State for Business**
Restore Virginia to its previous leadership position near the top of the national business climate rankings
- 4 Top State EDO**
Reestablish VEDP as one of America's most effective state economic development organizations
- 5 Super Collaborator**
Exhibit collaboration and coordination as hallmarks of VEDP (i.e., place a central focus on the "P" in VEDP)

ECONOMIC DEVELOPMENT: POLICIES AND PROGRAMS DESIGNED TO ENCOURAGE GROWTH IN JOBS, WAGES, AND INVESTMENT

VEDP accomplishes this through:



Marketing Virginia to raise awareness of the Commonwealth's advantages for business



Lead Generation and Recruiting out-of-state firms to select Virginia for new job-creating projects



Encouraging and assisting the **retention and expansion** of existing Virginia firms



Assisting Virginia companies to establish and/or expand international sales (i.e., **trade development**)



Encouraging **coordination** of economic development efforts among local, regional, and state partners



Developing recommended **economic development policies and strategies** to position Virginia and its regions for growth



Conducting **research** to understand and effectively present Virginia's competitive advantages



Administering **performance-based incentives** that encourage job creation and capital investment



Providing **grants or custom workforce solutions** to address recruitment and training needs, and **analysis and insight** on education and labor market alignment



Collaborating with localities to develop **project-ready sites** for manufacturing and supply chain projects

VEDP DOES ITS WORK IN COLLABORATION WITH HUNDREDS OF ECONOMIC DEVELOPMENT PARTNERS ACROSS VIRGINIA



Core VEDP partners include the Governor, Administration, Virginia General Assembly, other state agencies, 17 regional economic development organizations, over 100 local economic development partners, utilities, railroads, and trade associations



FY23 PROGRESS TO DATE

Provided in FY23

\$90M to expand Virginia Business Ready Sites Program (VBRSP)



Impact / progress to-date

The most recent round of program funding was highly competitive with 21 high-potential sites receiving grant awards for site development across the Commonwealth. VEDP received over \$340M in requests from localities, and had to turn down over \$250M of critical site development projects. (Note: ~\$800M in requests received for current round of \$125M in funding for FY24.)

\$0.7M to enhance the Virginia Office of Education Economics (VOEE)



VOEE has become a critically important provider of research, data, policy, and practice support for the Commonwealth since its creation in 2021. To date, VOEE has developed 4 public data dashboards and 6 research reports. VOEE brought in over \$3 million dollars in federal and foundation grant funds with partners. VOEE recently completed the 2024 High Demand Occupations List.

\$4.7M for Virginia Talent Accelerator Program



Since the program launched in FY20, the program has helped Virginia win 45 economic development projects representing 12,861 new jobs, incl. 7,448 since the beginning of FY22. The program's innovative approach to recruiting and training helped Virginia advance in state workforce program rankings to No. 2 in *Area Development* for three years straight, and to No. 1 in *Business Facilities* in 2023 (No. 2 in 2021 and 2022).

\$3.5M to implement Virginia International Trade Plan



Increased total Virginia business impact to ~\$1.5 billion in new international sales and more than 13,000 trade-supported jobs; expanded the supply chain optimization program, increased number of businesses participating in trade programs, expanded market research capacity at VEDP, increased capacity at trade missions and shows, expanded the Virginia Leaders in Export Trade (VALET) Program, launched an international business training curriculum, launched an international trade internship program, and launched a program to support cybersecurity businesses.

VEDP BY THE NUMBERS: FY23

10,866

New direct jobs from
VEDP-assisted
announcements

89

Project announcements
(roughly 2/3 are expansions
of existing Virginia firms)

\$40.8B

New capital investment
from VEDP-assisted
announcements

\$1.5B

International sales
of VEDP-assisted
firms

1,000+

In-state partners who we
regularly engage

64,000+

Calls conducted by
call center

9,000+

Corporate execs and site
consultants receiving the
Virginia Economic Review

1,400+

Prospect
meetings

~100

Site consultant
meetings

\$90M

Virginia Business Ready
Sites Program Funding
Awarded to 21 projects

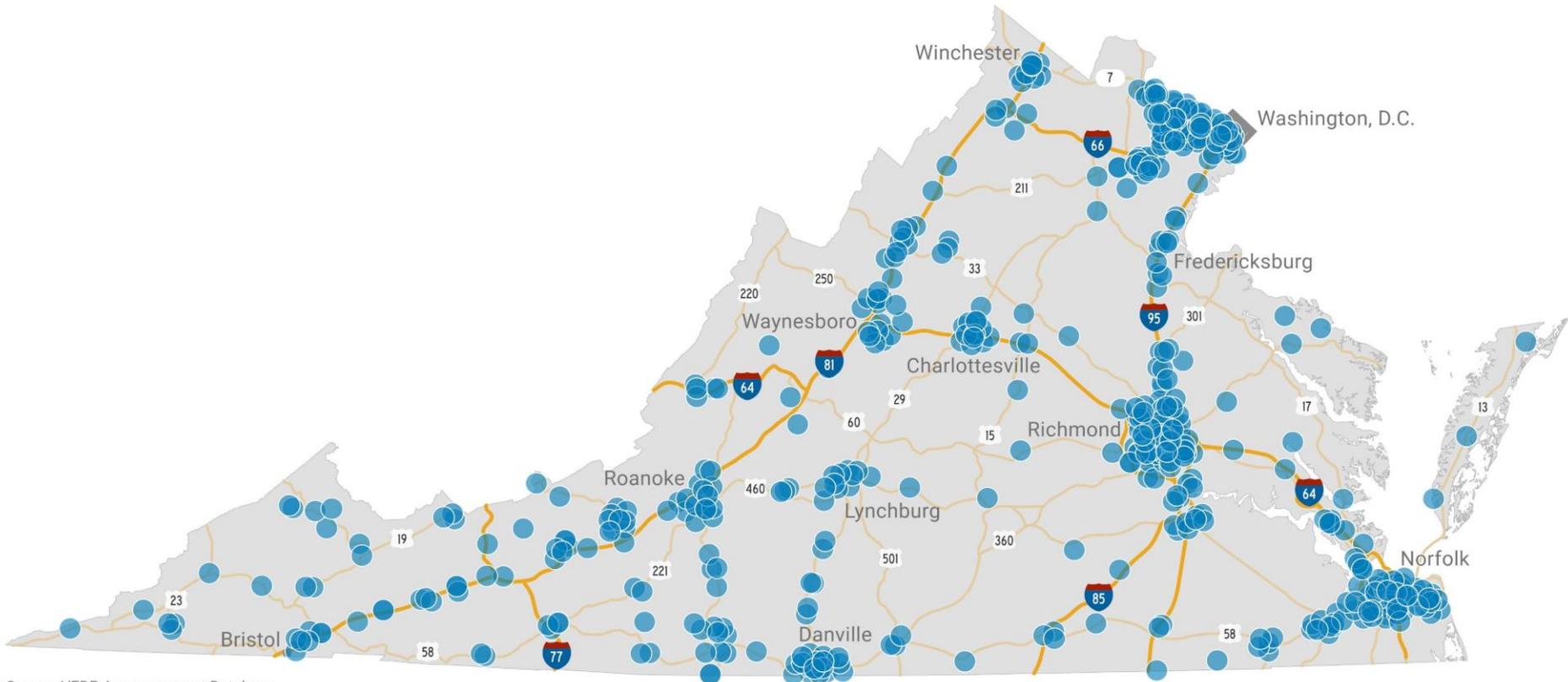
377

New leads
generated

482

Companies enrolled in
international trade
programs

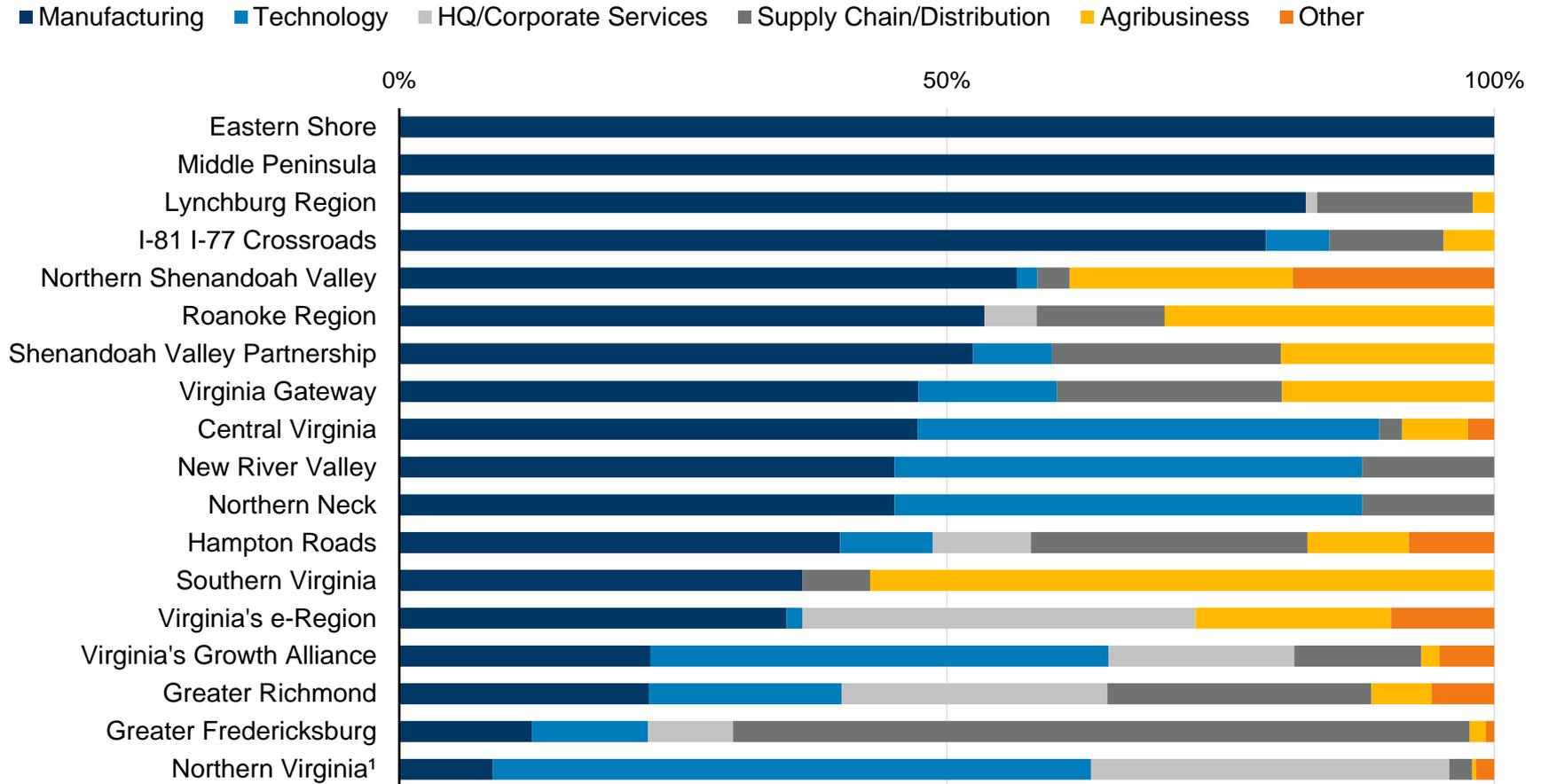
SINCE FY17, VEDP HAS HELPED SECURE 800+ PROJECT WINS THAT ARE CREATING ~125,000 NEW JOBS AND \$106.2B+ IN CAPEX



Source: VEDP Announcement Database

REGIONAL PROJECT ANNOUNCEMENTS REFLECT SIGNIFICANT DIFFERENCES IN REGIONAL ECONOMIES

Total new regional employment, including expansions
VEDP marketing regions, new jobs announced (FY19-FY23)



¹Excluding Amazon HQ2 & Project Tricycle
Source: VEDP Announcements Database

HISTORIC PROGRESS IN RANKINGS


#1 Top State
for Business


#2 Top State
for Business


#1 Customized
Training Leader
in the U.S.


#1 Top State
Business
Climate


TOP **5** State EDOs


#1 Best Business
Climate

VEDP'S STRATEGY IS BUILT AROUND EIGHT CORE INDUSTRIES, WITH 12 OTHER INDUSTRIES ALSO ACTIVELY TARGETED

Core industries

Dedicated holistic approach, including ecosystem building

Knowledge Work

A&D Innovation	Financial services
Business services	Software & cybersecurity

Manufacturing

Advanced materials	Food & beverage manufacturing
Biopharmaceuticals	

Logistics

Transportation & logistics

Other target industries

Focused, traditional tactics

A&D Manufacturing
AgTech
Batteries
Data centers
EV
Maintenance, Repair, & Overhaul
Nuclear energy
Offshore wind
Quantum computing
Semiconductors
Traditional automotive
Wood products

AN INNOVATIVE FRAMEWORK FOR ECONOMIC GROWTH

Our Goal:

Deliver nation-leading economic performance by building an economic development enterprise that positions Virginia as an unparalleled business location

Sector Depth

Developing deeper sector-based focus, expertise, and alignment

Robust Ecosystems

Putting greater, coordinated focus on strengthening ecosystems that will generate greater project-based and organic employment growth

Commonwealth Collaboration

Building a new “whole-of-government” approach aligned with local / regional partners to deliver impact in more direct, holistic ways

Success looks like:

- Virginia is a leading state for employment growth in target sectors, generating nation-leading economic performance
- More people are moving to Virginia than moving away
- Overall project wins have increased, including an increase in transformational project wins

TOPICS FOR TODAY'S DISCUSSION

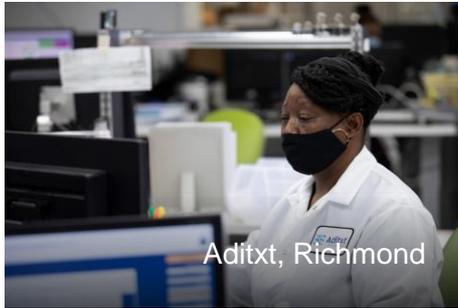
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VEDP'S PORTFOLIO OF PROGRAMS: COMPANY INCENTIVES (1 OF 2)



Commonwealth's Development Opportunity Fund (COF)

- Deal closing fund
- Designed to secure a company location or expansion
- Cash grant (typically paid post-performance)
- Must meet min. threshold based on local distress (50 jobs at PAW and \$5M cap. invest.)¹, \$1:1 local match, and out-of-state competition



Virginia Investment Partnership (VIP)

- Designed to encourage continued investment by Virginia manufacturers or R&D firms supporting manufacturers
- Cash grant (paid in 5 installments beginning 2-3 yrs. post-performance)
- Must meet min. threshold (\$25M capital invest.), no net reduction in employment, local match for 50% of VIP value, out-of-state competition, and at least 3 years of operations in Virginia



Virginia Economic Development Incentive Grant (VEDIG)

- Designed to encourage firms to create high-paying jobs by locating HQs or service-sector operations in Virginia
- Cash grant (paid in 5 installments beginning 3 yrs. post-performance)
- Must meet min. threshold based on MSA size (400 jobs at 150% PAW or 300 jobs at 200% PAW and \$5M in cap. invest.)²

¹Reduced to 25 jobs and \$2.5M, or 15 jobs and \$1.5M based on locality distress

²Reduced to 200 jobs at 150% PAW and a capital investment of at least \$6,500 per job for localities not in an MSA of 300,000 people

Note: Only Traded sector companies are eligible for COF, VIP, VEDIG, MEE, and New Company Incentive Programs

VEDP'S PORTFOLIO OF PROGRAMS: COMPANY INCENTIVES (2 OF 2)



Major Eligible Employers Grant (MEE)

- Designed to encourage investment and job creation by major employers or corporate headquarters that will create stable jobs
- Cash grant (paid in 5 installments beginning 3 yrs. post-performance)
- Must meet min. threshold (1,000 jobs at PAW or 400 jobs at 2x PAW, and \$100M capital invest.)



New Company Incentive Program (NCIP)

- Designed to attract new businesses to distressed localities in Southwest and Southside Virginia, as well as the peninsula regions
- Corporate Income Tax exemption and COF Cash grant (paid in 6 installments after statutory minimums met)
- Must meet min. threshold (10 jobs at 150% VMW and \$5M or 50 jobs at 150% VMW) and have no VA payroll before January 1, 2018



Data Center Retail Sales & Use Tax Exemption

- Designed to attract and grow Virginia's data center industry
- By-right exemption from sales and use taxes for qualifying equipment and software for use in a Virginia data center
- Must meet min. threshold (50 jobs at 150% PAW and \$150M)¹ and execute MOU with VEDP

¹Reduced to 10 jobs and \$70M based on locality distress

Note: Only Traded sector companies are eligible for COF, VIP, VEDIG, MEE, and NCIP

VEDP'S PORTFOLIO OF PROGRAMS: TRADE DEVELOPMENT (2 OF 3)



Global Defense Program

- The Global Defense Program helps Virginia's defense companies diversify into new international markets
- Companies develop and execute an export plan during this year-long program
- Companies can receive up to \$10,000 in reimbursements



Global E-Commerce Program

- The Global E-Commerce Program (GEP) helps Virginia companies grow their e-commerce sales in new international markets
- Professional service providers can help businesses localize and translate websites, utilize SEO, and update their website to calculate shipping and taxes for international customers
- Companies can receive up to \$10,000 in reimbursements



Supply Chain Optimization Program

- A one-year program designed to help Virginia companies evaluate and streamline their supply chain management and import processes
- Provides up to \$10,000 in reimbursements and quarterly training sessions that focus on supply chain-related topics such as shipping solutions, blockchain technology, foreign trade zones, and import compliance

VEDP'S PORTFOLIO OF PROGRAMS: TRADE DEVELOPMENT (1 OF 3)



Virginia Leaders in Export Trade (VALET) Program

- VALET is a two-year international business acceleration program
- Companies receive executive training, international sales plan development, educational events, and market research
- Participants can access up to \$30,000 toward export-related expenses
- More than 350 companies have graduated from the VALET Program



Regional Export Program

- The Regional Export Program is a year-long export development program for companies in each region of Virginia
- Companies develop and execute an export plan
- Companies can receive up to \$10,000 in reimbursements for export-related expenses



Trade Show Program

- The Trade Show Program assists companies with exhibiting at international trade shows that are relevant to their unique product, service, or industry
- Companies can receive up to \$10,000 in reimbursements
- Companies meet prospective customers and partners at the show

VEDP'S PORTFOLIO OF PROGRAMS: TRADE DEVELOPMENT (3 OF 3)



State Trade Expansion Program (STEP) Grant

- The State Trade Expansion Program (STEP) grant supports a range of export promotion activities for small businesses
- Eligible companies can receive 90% of their total expenses, up to \$6,000 for approved activities
- STEP is funded through a Cooperative Agreement with the U.S. Small Business Administration (SBA)

VEDP'S PORTFOLIO OF PROGRAMS: TALENT SOLUTIONS



Virginia Talent Accelerator Program

- Customized, comprehensive talent recruitment/training solution
- Reduces training costs of new and expanding firms
- Services only
- Must be a competitive project and meet min. threshold [25 jobs (mfg.) or 50 jobs (services)] and have market-competitive wages



Virginia Jobs Investment Program (VJIP)

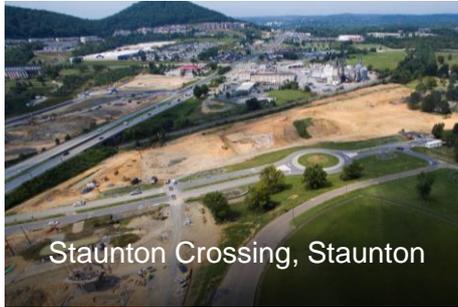
- Reduces training costs of new and expanding firms
- Cash grant (post-performance)
- Consulting services and funding offered
- Must meet min. threshold [\$1M capital invest. and 25 jobs (lower for small business)] and have wages 1.35x federal minimum



Virginia Office of Education Economics (VOEE)

- Serves as a consistent source of information and analysis on linkages between education and employment
- Uses data to inform education and workforce policy and practice
- Works with stakeholders including higher ed partners (SCHEV, VCCS, and institutions), K-12 education, the workforce development system, economic developers, employers, and policymakers

VEDP'S PORTFOLIO OF PROGRAMS: SITE DEVELOPMENT



Virginia Business Ready Sites Program (VBRSP)

- Supports site assessment and site development
- Addresses need for more project-ready sites
- Cash grant to locality
- Consideration based on viability, alignment, economic impact, commitment, and resources leveraged



Brownfields Restoration Fund

- Promotes restoration and redevelopment of brownfield sites
- Cash grant typically paid post-performance to locality
- Only localities may apply; property publicly or privately owned



Virginia Business Ready Sites Acquisition Program (VBR SAP)

- Authorizes the Commonwealth to purchase or option sites
- Addresses need to fill gaps within the site portfolio for transformative large scale industrial projects (i.e., megasites)
- Funding goes to acquiring the site and making infrastructure improvements to the site
- VEDP and DGS working together on the program

TO COMPETE WITH OTHER STATES, THERE NEEDS TO BE CONTINUED INVESTMENT IN VBRSP

Due to site readiness, since 2016, Virginia has lost:

55K+

DIRECT JOBS

\$124B+

CAPEX

110K+

EST. ADDITIONAL JOBS¹

434-561M+

EST. ANNUAL
STATE REVENUE

- **UPDATE:** Introduced Budget includes:
 - \$150M (FY25) & \$50M (FY26)
- Virginia lags competitor states for greenfield manufacturing wins and needs to close the gap via sustained investment in site development
- In 2022, several competitor states announced substantial budgets for site development:
 - \$200M in Kentucky
 - \$250M in Michigan
 - \$50M announced average spend for Ohio, Georgia, North Carolina, and South Carolina for site development over the last several years
- In FY23, one-time funding of \$90M was allocated to begin addressing our real estate portfolio gaps while creating market-ready sites. Over \$340M in requests from localities was received, causing VEDP to turn down more than \$250M of critical site-related requests
- VBRSP received \$800M in requests for the FY24 cycle (\$125M in funding)
 - Many of these are “continuation requests” for sites that received grants in FY23 and are necessary for these sites to be competitive

¹Estimated additional jobs calculated using project NAICS codes for projects in which detailed ROI estimates were unavailable
Source: VEDP project data as of November 9, 2022

VBRSP SITE DEVELOPMENT GRANTS BY THE NUMBERS

Project wins on sites with VBRSP awards through FY22; \$8M awarded:

1,000
DIRECT JOBS

\$500M+
CAPEX

900
EST. ADDITIONAL JOBS¹

\$3.5M
EST. ANNUAL
STATE REVENUE

- Between 2017-2023, VBRSP awarded \$98M to 34 separate sites
- Notable wins have occurred on sites from the \$8M awarded through FY22

Site	Company	Jobs	Investment	Year project announced
Commonwealth Crossing	Press Glass	212	\$43.5M	2018
Summit View	Traditional Medicinals	56	\$29.6M	2018
New River Valley Commerce	Patton Logistics	33	\$12M	2020
Commonwealth Crossing	Crown Holdings	126	\$145M	2021
Falling Branch	FedEx	100	\$37.5M	2021
Mill Place	CAVA	52	\$38M	2021
New River Valley Commerce	Patton Logistics	63	\$11M	2021
Commonwealth Crossing	Press Glass	335	\$155M	2023

- Additional wins are expected on the sites that received awards through FY22 as several projects are close to completion
- Project activity on the FY23 round (\$90M) recipient sites has increased even as work is currently ongoing
- Several project announcements are anticipated on sites with FY23 awards

¹Estimated additional jobs calculated using project NAICS codes for projects
Source: VEDP project data as of November 2023

VEDP'S PORTFOLIO OF PROGRAMS: CUSTOM PERFORMANCE-BASED SOLUTIONS

Performance-based Custom Grants

- Focus on major projects with transformational impact
- Requires MEI Commission review and approval and special legislation and/or budget appropriations
- Cash grants
 - structured for specific project needs
- Competitiveness Investments
 - site or public infrastructure
 - systemic talent initiatives like TTIP



The LEGO Group rendering,
Chesterfield County

MAJOR EMPLOYMENT AND INVESTMENT (MEI) COMMISSION

- Pursuant to § 30-310, Code of Virginia, the MEI Commission reviews proposed incentive packages, including but not limited to economic development projects recommended by VEDP, that would entail special appropriations requiring the creation of legislation and/or that are expected to receive a state incentive package in excess of \$10 million in combined cash grants
- Sales and use tax exemptions exceeding \$10 million for qualified data center projects
- Any cash grant exceeding \$3.5 million that is paid before any performance metrics are achieved
- Any cash grant exceeding \$2.5 million that would entail an in-state relocation of a Virginia employer will be reviewed by the MEI Commission
- All second extensions of performance agreements also require MEI review and approval
- MEI reviews the proposed job creation, wages, and capital investment, value of the incentive, ROI, time frame for repayment, needs for enhanced employment opportunities, total amount of state incentives received previously, and any non-discretionary credits or exemptions for which the Company will qualify

Codified membership:

- 7 members from the House of Delegates
- 5 members from the Senate
- 2 ex-officio:
 - Secretary of Commerce and Trade
 - Secretary of Finance

Recent custom grants receiving MEI approval



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VEDP PROGRAMMING AND INCENTIVE BUDGET ITEMS IN INTRODUCED BUDGET

Initiative	Summary	Additional investment (\$M)	
		FY25	FY26
A. Expand Virginia Business Ready Sites Program	Provides additional funding for the Virginia Business Ready Sites Program, which provides competitive matching grants to localities to develop a portfolio of project-ready sites for the Commonwealth	150.0	50.0
B. Fund the Virginia Business Ready Sites Acquisition Program	Provides funding for the site acquisition program established in 2023 to enable the Commonwealth to purchase or option megasites to fill gaps within the site portfolio for transformative large scale industrial projects	25.0	0
C. Launch talent and workforce retention and recruitment campaign	Directs VEDP to create a comprehensive, multi-faceted marketing program to attract and retain workforce. VEDP, in consultation with the Department of Workforce Development and Advancement and the Virginia Tourism Authority, will submit a report detailing the planned use of such funds to the Governor by October 1, 2024	15.0	0
D. Financial Services Expansion Grant	Authorizes incentive payments from the Financial Services Expansion Grant Fund beginning in FY25 for a qualified company (Wells Fargo) which meets its targets outlined in MOU	1.6	1.4
E. Cloud Computing Cluster Infrastructure Grant Program payments	Authorizes incentive payments from the Cloud Computing Cluster Infrastructure Grant Fund beginning in FY26 for a qualified company (AWS) that meets its targets outlined in their MOU	0	4.0
Programming & Incentive Total		191.6	55.4

VEDP OPERATIONAL BUDGET ITEMS IN INTRODUCED BUDGET

Initiative	Summary	Additional investment (\$M)	
		FY25	FY26
A. Launch Innovative Framework	Positions Virginia as a leader in its approach to economic growth by focusing on sector-specific project cultivation and collaborative ecosystem building. Funding will establish sector teams at VEDP focused on lead generation and ecosystem-building across government and with other partners to improve alignment on core growth sectors for Virginia	2.0	2.25
B. Increase capacity for VOEE	Provides the technology and data infrastructure needed to enable VOEE to share research publicly and answer questions being posed on workforce and education in VA. Increases staff capacity to meet the demand for information requested by the Administration, GA, Department of Workforce Development and Advancement, and other agencies	1.25	1.5
C. Increase capacity for site-related administration	Increases funding for VEDP to administer both the Virginia Business Ready Sites Program and the newly established Virginia Business Ready Sites Acquisition Program	0.75	0.75
D. Establish Taiwan office	Establishes a VEDP office in Taiwan focused on foreign direct investment and export assistance as directed by Executive Order 25	0.5	0.5
Operational Total		4.5	5.0

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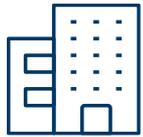
THANK YOU



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TRADED SECTORS DRIVE JOB CREATION AND NEW REVENUE WITH HIGHER EMPLOYMENT MULTIPLIERS THAN NON-TRADED SECTORS

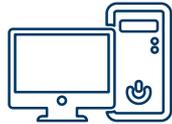
Traded sector: Businesses that generate most of their sales from out-of-state customers, resulting in new jobs, wages, and tax revenues for the Commonwealth.



Corporate HQs



Manufacturing



Technology¹



Business Process Services



Supply Chain

As an example, the multiplier for plastic resin manufacturing is 3.4, which means that for every direct job that is created, 2.4 indirect and induced jobs are created.

Non-traded sector: Businesses that primarily serve local (i.e., in-state) customers, typically competing with other non-traded sector businesses for in-state sales.



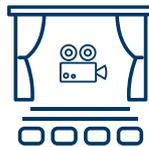
Retail



Restaurant



Hospital



Entertainment



Local Services

As an example, the multiplier for a full-service restaurant is 1.3, which means that for every direct job that is created, only 0.3 indirect and induced jobs are created.

Job breakdown
by sector

1/3

of Virginia
employment is in
traded sector jobs

2/3

of Virginia
employment is in
non-traded sector
jobs

¹For example: Data Centers, Software Development, Cloud Computing, Cybersecurity

A robust ecosystem combines the factors that a business needs to grow within a geographic area



VEDP'S CORE INDUSTRIES AND THE GOVA REGION TARGET INDUSTRIES SHOW BROAD ALIGNMENT

VEDP Core Sector ¹		GOVA 1	GOVA 2	GOVA 3	GOVA 4	GOVA 5	GOVA 6	GOVA 7	GOVA 8	GOVA 9
Manufacturing	Advanced Materials	X	X			X	X		X	X
	Food & Beverage	X		X			X		X	X
	Pharmaceuticals		X	X	X				X	X
Knowledge Work	Software & Cybersecurity	X	X			X	X	X	X	X
	Business Services			X	X	X	X	X	X	X
	Financial Services			X	X	X	X	X	X	X
	A&D Innovation		X			X			X	
Logistics	Transportation & Logistics				X	X	X	X	X	

Crosswalk from VEDP Core Sectors¹ to GOVA Target Industry Classifications

Advanced Materials = Chemical Products, Metalworking Technology, Advanced Materials, Plastics and Rubber Products

Food & Beverage = Animal Processing, Beverage (Alcoholic and Non-Alcoholic), Food Processing

Pharmaceuticals = Pharmaceuticals Manufacturing

Software & Cybersecurity = Computer Systems and Software Design, Cybersecurity

Business Services = Computer Services, Consulting Services, Engineering Services, Marketing, Design, and Publishing

Financial Services = Financial Services

A&D Innovation = Autonomous Systems

Transportation & Logistics = Shipping Services, Transportation, Warehousing

¹These follow the classifications laid out in the Industry to NAICS crosswalk produced by McKinsey

Source: [GO Virginia 2021 Growth and Diversification Plan](#)

VIRGINIA OFFICE OF EDUCATION ECONOMICS (VOEE)

Created in January 2021 (SB1314) and staffed in September 2021. VOEE is the only office of its kind in the United States and is tasked to:

- Coordinate workforce and higher education alignment data analysis and translate data to partners
- Provide a unified, consistent, and impartial source of information or analysis for policy development and implementation related to education, the labor market, and workforce development



VIRGINIA OFFICE OF EDUCATION ECONOMICS' RECENT ACCOMPLISHMENTS



Research Products and Data Tools

- Developed 4 data dashboards
- Released 6 research reports
- Led 2 partnerships with external research groups to study K-12 career navigation and skills-based hiring



Data Improvements

- Wrote and received a \$2.9 million grant from USDOL to improve data quality, data sharing, and data output in partnership with VWDA, VCCS, and VEC
- Created a unique Virginia dataset on Alumni employment outcomes and career pathways
- Developed a Virginia dataset of skills taught in post-secondary programs



Policy and Practice

- Developed the 2024 High Demand Occupations List for the Virginia Board of Workforce Development
- Conducted a review of G3 and other education and work funding streams
- Administered the Tech Talent Investment program in partnership with SCHEV